

TIME: 8:29 AM
DATE: 3/1/54
SPONSOR: TWIN CLEANERS
SOLICITOR: NE

THE MOST IMPORTANT THING ABOUT FORMALS--SECOND ONLY TO
YOUR DATE-- IS YOUR GOWN. EVERYBODY WILL BE WEARING HER
BEST -- AND SO WILL YOU. BUT A LOVELY DRESS IS ~~IS~~ ONLY
THE BEGINNING. YOU'LL WANT YOUR FORMAL TO LOOK AS IF
YOU ARE WEARING IT FOR THE FIRST TIME. WHY NOT HAVE
IT CLEANED ^{AND} ~~AND~~ PRESSED BY TWIN CLEANERS NOW ---BEFORE
THE RUSH. A TWIN SERVICE TRUCK ~~STOPS~~ AT EACH COLLEGE
HOUSE EVERY DAY FOR BOTH COLLECTION AND DELIVERY.
YOU CAN DEPEND ON TWIN. EVERYONE KNOWS THAT "FINE
CLEANING BY TWIN COSTS SO LITTLE YET BUYS SO MUCH."
SO, WHETHER YOUR PROM IS HERE OR AWAY, DEPEND ON
TWIN --- AND LOOK YOUR BEST.

YOU ARE TUNED TO 600, WCSR, THE VOICE OF SMITH COLLEGE,
NORTHAMPTON . THE CORRECT TIME IS NOW: 8:30 A.M.

ANNOUNCERS SIGN.

3/1/54
3/8/54

Anne Killiston

Hail Ward

TIME: 8:30 AM
DATE: 3/1/54
SPONSOR: TWIN CREAMS
SOLICITOR: BE

THE MOST IMPORTANT THING ABOUT FORMALS--SECOND ONLY TO
YOUR DATE-- IS YOUR BOSS. EVERYBODY WILL BE WEARING HER
DRESS-- AND SO WILL YOU. BUT A LOVELY DRESS TAKES ONLY
THE BEGINNING. YOU'LL WANT YOUR FORMAL TO LOOK AS IF
YOU ARE WEARING IT FOR THE FIRST TIME. WHY NOT HAVE
IT CLEANED AND REWEAVED IN TWIN CREAMS NOW---REPORT
THE BOSS. A TWIN SERVICE FROM STOCK AT FACE COLLEGE
BOSS WILL WALK FOR BOTH COLLECTION AND DELIVERY.
YOU CAN BE AS GOOD AS WALK. EVERYBODY KNOWS THAT "FINE"
CLEANING IS THE ONLY WAY TO MAKE THE BOSS SO GOOD.
SO, WHEN YOUR FORM IS HERE OR AWAY, LET IT GO
WITH --- AND NO ONE ELSE.

YOU ARE TALKING TO ME, BOSS, THE VOICE OF TWIN CREAMS.
THE CORRECT TIME IS NOW: 8:30 A.M.

RECORDED
3/1/54
8:30